

TREATMENT OF COMMUNITY ISSUES

Locally produced local news program featuring issue responsive news, weather and sports stories.

Weekly editorial segments (2 new segments produced each week) with station General Manager, John Fink. Spots are approximately 60-90 seconds in length.

Announcements that air throughout the broadcast day regarding issues of public concern.

PUBLIC/PRIVATE SAFETY

Weather, crime, protection, prevention, including positive public safety issues.

LOCAL NEWSCASTS

HURRICANE PREPAREDNESS

Sep 16 2008 06:30PM Here in Hawaii, there are well over a 100 places where residents and tourists can take refuge during a hurricane. Kaimuki High School is just one of a growing list of schools across the state, designated as an evacuation center. But evacuees are encouraged to bring their own supplies including water.

EMERGENCY ALERTS

Sep 30 2008 09:00PM A big upgrade today to the state's old analog emergency communications system. Lieutenant Governor Duke Aiona announced the launch of 'Anuenue. It uses 15 digital communications towers, to support emergency personnel, including County police departments, Civil Defense, and Emergency Medical Services units.

HAZARDOUS CONDITIONS

Jul 8 2008 06:30PM A warning for people on Kauai. Health officials are advising residents to stay away from areas near Sealodge beach in Princeville. A power outage caused a waste water spill this morning.

STUDENT SAFETY

Jul 26 2008 09:00PM Dozens of young women who are about to head off to college in the fall are getting prepared for school in ways that might surprise you! Tomorrow, professor Steve McLaughlin will teach nearly 30 women some critical life skills in an assault prevention course for women. They'll learn how to ward off attacks in a college dorm room, in a dark parking lot, and if they're being hit or choked by an assailant.

HIGHWAY SAFETY

Jul 31 2008 09:00PM Just because our bridges are safe does not necessarily mean our roads are. The 17th annual report on performance of state highway systems ranks Hawaii the fourth worst in the country. According to the report, Hawaii is spending two to three times more than the national average, when it comes to state highways.

SCAM ALERTS

Jul 10 2008 06:30PM k5 news has learned of a recent counterfeit cashier's check scam. The check has American savings bank's name and routing number printed on it. A spokesperson for the bank says, someone presented one of the checks for payment at one of its branches.

Jul 22 2008 06:30PM A safety alert now another reminder to guard your personal information. At least two Big Island taxpayers were asked to provide confidential information to an e-mail address that claims to be associated with the state department of taxation. The e-mail directs victims to a web site where they're told to enter their social security number, a debit card number, along with its pin number and security code.

BIO-TERRORISM

Aug 27 2008 06:30PM An Aiea drug company says it's on track to create the first pill form treatment for a deadly disease widely known as a national security threat. The company called "Panthera Bio Pharma" took four years to come up with the pill form treatment of anthrax. They say it's the first of its kind that attacks and destroys the infected cells in a person's body.

DRUNK DRIVING

Aug 30 2008 09:00PM Police are stepping up efforts to keep drunk drivers off our roads this labor day weekend sobriety check points will be set up around Oahu during the weekend, like this one at Ala Moana Beach Park. The Honolulu Police Department and Mother's Against Drunk Driving want drivers to take extra precautions to avoid not only an arresting weekend but fines as well. SOUNDBITE: Leah Marx, MADD, "Anytime a driver is pulled over here, they're looking for everything from insurance to drivers license all that sort of stuff so anybody who has any sort of traffic violation is going to get a citation."

SHARKS!

Sep 3 2008 09:00PM A heads up for beachgoers on the Big Island. There have been reports of a tiger shark being sighted in the shoreline areas between Keahole Point in Kona and Spencer Park in South Kohala. The sharks have been reported to be between 8 and 15 feet in length.

Sep 7 2008 09:00PM On the Big Island sharks shut down a pair of popular beach parks. Three sharks were spotted between Puako and Mauna Kea Beach around 9:30 this morning. The 12 foot tiger shark was about 600 yards off the Puako boat ramp, an eight foot shark was about 300 yards off Mau- mae Beach, and another eight foot shark was seen approximately 200 yards off of the Mauna Kea Beach Hotel.

Sep 9 2008 06:30PM On the Big Island, beaches along the Kohala Coast remain closed because of increased shark sightings there. Waialea Bay State Park, Hapuna and Spencer Beach have been closed. But the park area at Spencer is open.

Sep 10 2008 06:30PM SOUNDBITE: Unnamed man, "This was an attack a shark exhibiting aggressive behavior and people should use best judgment and common sense." Ocean Safety officials warn swimmers to be cautious, a day after a vicious shark attack on the Windward side of Oahu. Signs are posted along beaches along Kahana Bay, warning swimmers of shark sightings. A Kaneohe man was surfing off of Crouching Lion yesterday when a shark bit him on his right thigh, ankle and fingers. Paramedics took him to the hospital in serious condition. Kaihaku Chun lives right above attack happened. He also surfs in that area. SOUNDBITE: Area resident Kaihaku Chun, "We're near the water, we go in the water a lot, whether it be surfing, kayaking or snorkeling, but because of the history of the area, you're always a little, for me anyways, cautious."

Sep 10 2008 09:00PM On the Big Island, shark sightings again along the Kohala coast this morning has forced officials to close off beaches in that area. Waialea Bay State Park, Hapuna and Spencer Beach have been closed. Officials will determine tomorrow whether the beaches are safe to reopen.

Sep 11 2008 06:30PM Signs warning swimmers of shark sightings have been posted at Chun's reef on Oahu's North shore. Ocean Safety officials say a lifeguard spotted a 10-12 foot shark, possibly a tiger shark. One clock this afternoon.

Sep 12 2008 06:30PM Spencer Beach Park on the Big Island's Kohala coast remains closed. Hawaii County fire crews spotted 10 to 15 sharks in the area this morning. But, Waialea Bay State Park and Hapuna Beach are now open, after days of being closed due to shark sightings.

Sep 16 2008 06:30PM Shark sightings off of a beach on Maui shut it down for several hours today. County water safety officials closed Hookipa Beach on the Valley Isle's North Shore after two sharks were spotted within the bay at about 11:30 this morning. Lifeguards cleared the beach.

PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 9:30pm and 11:55pm
Wednesdays, 9:30pm and 11:55pm
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

July 14, 2008 **Minor Violations**

225 restaurants and bars were surveyed or tested, if you will, and 106 served alcohol to someone under the age of 21. That's 47% who failed the test. Are you kidding me? This liquor commission sting operation proved that we have a serious issue here with either blatant disregard or apparent nonchalance to the laws of the land.

Last year, the state liquor commission handed out 329 citations to bars and restaurants for serving drinks to underage youths, about the same total it handed out in 2006. Maybe establishments aren't taking those citations seriously enough, as this latest sting/test effort over several months last year found a staggering 106 violators out of 225 places that serve alcohol.

To suggest that businesses take the law more seriously is a gross understatement. Fines of \$1,000 or so apparently aren't punitive enough, or else waiters and servers simply aren't diligent in their efforts or being held more accountable by their bosses. Either way, more needs to be done. This isn't about education any more. Everyone knows the law- including the offenders. Using staged events to prove the point only reinforces that penalties need to be more severe. We don't need any more news stories about deadly crashes or brawls and underage drinking coming together, do we? Think about it.

July 23, 2008 **Ban The Hand(held)**

Five states have already banned the use of handheld cell phones while driving, and four states have banned text messaging while driving. Over 25 foreign countries have restrictions on handheld cell usage while driving. This seems like a practical, sensible, and necessary law, as many drivers have a hard time chewing gum and driving at the same time. Even the most conscientious drivers cannot manipulate a cell phone with one hand or cradle it in their crimped neck without this sporting event affecting their physical capabilities. Heck, if you're like me, you have a tough time reading, gabbing, and eating while driving... just kidding. Driving and yakking represent a big-time distraction from focusing on what's going on in front, behind, and next to you on the roadways.

So the time has come for this state to ban the buttons. Make any cell phone usage while driving hands-free, and make the penalties stiff after, perhaps, one warning. We have people who can't make a left turn without veering into the right lane, or who simply don't use turn signals without the added distraction of being on the phone and conversing about whether it'll be white or red wine with dinner tonight.

The next problem will be for drivers who simply can't turn that phone off- think of the temptation to pick up the phone when it rings and you're still making that incredibly long 15-minute

commute. Sorry, but that phone message will be there when you park, or pull over to the curb.
Let's ban the hand-held portable babble devices, for driving is a focus-required responsibility, not
~~a leisure time, casual endeavor.~~ Think about it...

ECONOMY Evaluation, success in the community, business/economic how to's.

LOCAL NEWSCASTS

TOURISM INDUSTRY

Jul 29 2008 06:30PM More bad news for Hawaii's bread and butter industry: tourism. Visitor spending dropped for the first half of the year. Numbers released today show a three point four percent drop in spending for the first half of this year. Hawaii's visitor industry is asking the state tourism authority for emergency action. Hotels have been hardest hit, with bookings dropping by as much as 30 percent. **SOUNDBITE:** Mary Charles, Lanai Hotel, "Most hotels in June, July, and August are going to be anywhere from on a good note 15 percent off on a difficult note, up to 30 percent off and were talking across the board."

Sep 9 2008 06:30PM Our slowing economy is not only impacting island residents. But many visitors are also feeling the economic pinch but there's an effort underway to make sure visitors get more bang for their buck.

Sep 16 2008 06:30PM Businesses that rely on tourism are also feeling the hard blow of a struggling economy. Because of the slowdown, fewer dollars are being pumped into our local economy, and more local jobs are jeopardized. Places like the International Marketplace are seeing fewer sales and less customers than in the past.

Sep 26 2008 09:00PM The economic slowdown continues to take a toll on Hawaii's tourism industry. Fewer people are visiting, down 17 percent from a year ago, and they're spending much less while they're here. As Ieland Kim reports, officials say things aren't going to get better anytime soon.

LAYOFFS

Jul 16 2008 06:30PM The state's largest daily newspaper is making headlines today. The Honolulu Advertiser announces it is cutting its workforce by 54 positions. The layoffs at the advertiser are spread across various departments, including news, printing, distribution, and advertising.

Jul 16 2008 09:00PM **SOUNDBITE:** Honolulu Advertiser photographer Jaquin Siopack. Contract negotiations take an unexpected turn at the state's largest daily newspaper. 54 employees at the Honolulu Advertiser learn today, they're losing their jobs, and many fear another round of layoffs. Tonight, their union reps are working hard to protect more job cuts. K5 news at nine's Mari Ela David is live with the outcome of their meeting.

Jul 23 2008 06:30PM Help is on the way for more than a hundred Big Island hospital workers who were laid off last week. At Governor Linda Lingle's request, the state is activating its rapid response team to aid former employees. From skills assesment and counseling, to a number of trainings, workers will get the help they need to find new jobs.

Jul 31 2008 06:30PM The nation's dwindling economy has sent recent revenue into a downward spiral for a local institution. Today, Sea Life Park announces it's laying off about 20 percent of it's workforce.

Jul 31 2008 09:00PM The popular Oahu tourist attraction announces it's laying off about 20 percent of its workforce. And it says the bad economy is to blame.

Sep 26 2008 09:00PM The tough economy's hit hospitals. Employees at Hawaii Medical Center hospitals face yet another round of layoffs. About 150 employees are expected to lose their jobs, which is in addition to the 69 which were announced a little more than a month ago. And more job cuts at the contemporary museum in makiki heights. 25 People have been laid off. Their last day of work will be on October 15th.

GAS PRICES

Jul 12 2008 09:00PM **SOUNDBITE:** Driver Dolly Domingo, "The public doesn't want to feel cheated. They're working hard, hard earned money filling up their cars, taking their children out and doing family activities and they shouldn't have to be penalized. During these tight economic times, many are pinching pennies, especially at the gas pump. But glitches at those same pumps could be driving up the cost for fuel. K5's Roger Mari caught up with one driver who is fuming after being charged for gas that never made it into her tank."

HEALTH CARE COSTS

Jul 11 2008 06:30PM Hawaii hospitals face a financial crisis. They're reporting a 62 million dollar deficit for the new fiscal year. Health care groups and folks from neighbor islands met with lawmakers this morning, asking for their help.

VOG IMPACT

Jul 10 2008 06:30PM We all know how the vog impacts our health, but now farmers are saying it's also left their crops completely destroyed. Island farmers and house committee members joined forces for a fact finding meeting today, learning how badly the vog has contaminated crops. From flowers and papaya to even livestock, one farmer says the vog has ruined almost 90 percent of his land.

RETAIL

Jul 10 2008 06:30PM With a tank of gas now costing \$60, \$70 and even \$80, folks have become more cautious on how and where they drive. And, rising gas prices have cut into businesses' bottom line, such as those living on oahu's north shore. Usually this time of year, the north shore marketplace is teeming with people coming to eat and shop.

Jul 21 2008 06:30PM Tougher economic times means many of us are more reluctant to open up our wallets. But large retailers here in Hawaii, are reaching out to potential shoppers with some inviting and innovative ideas. At Windward Mall on Oahu, this kids playground inside the mall provides a place for kids to climb, jump and burn off some energy.

Sep 17 2008 09:00PM Small businesses are also extremely anxious about the economy, fearing a recession could send already slumping sales down even further. Small businesses are buckling and with projections for the next twelve months even less optimistic, stores here in Hawaii are talking strategy.

FORECLOSURE CRISES

Sep 16 2008 06:30PM Island foreclosure rates have doubled over the past month and continue their skyrocketing trend from a year ago. But even more alarming is the rising number of scams targeting people just struggling to save their homes. Its not just the usual homes for sale on the market, a growing number of these properties are in foreclosure. And, when it comes to mortgages and foreclosures, there are many confusing terms leaving some homeowners wondering what they all mean. The foreclosure process starts after a homeowner misses a number of payments, usually three. They are then in default.

MILITARY SPENDING

Jul 3 2008 09:00PM With military units from the different countries here in the islands, Rimpac's economic impact has island businesses breathing a sigh of relief. Participants in this year's exercises are expected to bring in about 43 million dollars into the local economy. While the military exercises are going on, members of the Navy are given more than a week off to explore the island grabbing a bite to eat, or checking out popular tourist attractions.

AGRICULTURAL TOUGH TIMES

Jul 26 2008 09:00PM The economy is taking a toll on island farms. Can our state agriculture survive this year's financial downturn? Island farmers are at the mercy of the sun, rain and pests. But now their greatest challenge could be our worsening economy. But the head of Hawaii's farmers says: don't give up on our agriculture.

BANKRUPTCIES/CLOSINGS

Jul 5 2008 09:00PM The sweet life of an island candy maker has turned sour because of Hawaii's challenging economy. Unable to negotiate a lease with their landlord, Eva Ikeda and her husband Jared will close up shop after 17 years.

Aug 29 2008 09:00PM A nationwide trend of hospitals struggling to stay afloat hits home, as Hawaii Medical Center files for chapter 11 bankruptcy reorganization. Hawaii Medical Center's locations here, in Ewa beach and in liliha, are looking at reorganizing operations as one its lenders said it wasn't willing to front millions of dollars to keep the hospitals functional.

Sep 10 2008 09:00PM It's the end of an era on the island of Kauai, the last garden isle company producing sugar announced it's plans today to leave the industry. "Gay and Robinson Incorporated" says the decision is due to the increasing cost of maintaining it's sugar operations. But while it won't be churning out sugar, the company has plans to help the garden isle "go green."

Sep 26 2008 09:00PM And a long time Hawaii restaurant closed its doors for good today. Compadres bar and grill at the Ward centre officially closed up at 3 o'clock this afternoon. The restaurant has served award-winning Mexican food for about 24 years to both visitors and locals alike.

SURVIVING ECONOMIC HARD TIMES

Sep 17 2008 06:30PM Turbulent times call for timely measures as experts look to support small businesses through our country's economic crisis. Leaders with the national federation of independent business Hawaii say when the economy weakens, small business owners are among the hardest hit. Experts say the key to being sustainable is investing in people, understanding that they are the most important tool businesses have.

MONEY-SAVING IDEAS

Jul 7 2008 09:00PM With the rising gas prices, more people are turning off their ac to curb their usage of gas. But mechanics say you'll save some gas if you turn on your ac when driving at speeds of 40 miles per hour or higher. But when driving in stop and go areas, it'll keep more money in your wallet if you roll your windows down and turn your ac off.

ECONOMIC IMPACT FROM OUT-OF-STATE

Jul 18 2008 06:30PM First gas prices, then airfares, and now the cost of shipping goods from the mainland to Hawaii could hurt our wallets. The California assembly has passed a bill that would charge shippers \$60 for each cargo container that comes off the ports of Long Beach, L.A. and Oakland. The money would be used to help clean up California's air pollution.

Jul 18 2008 09:00PM California is on the verge of taking up a controversial new way to go green. But can the golden state's attempt to clean up pollution also clean out your wallet? A political fight between Hawaii and California tonight.

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DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

August 4, 2008 **Cuts Hurt**

It seems that every day now we hear of more job cuts locally- in tourism and retail sectors, in automotive and airline industries, in medical and media professions. Without a doubt, these are tough times we are seeing, with shortfalls anticipated at the City and State levels also causing consternation as to the implications for the rest of this year and into 2009.

While cost cutting, belt tightening, and re-invention are now the corporate rules rather than the exceptions nationwide, there is the hope that the aura of ohana in Hawaii that pervades our every day lives will continue to allow people to deal with the economic difficulties a little bit better and more calmly than it might be handled in other areas across the country. Neighbors helping neighbors, families coming together, calabash cousins, all working to ensure that people here have a much-needed safety net as they look to find solutions for their individual situations during these unsteady economic times.

At the same time, it is important to note the positive- the openings or expansions of local businesses, the solid fundraising goals being attained by the University of Hawaii Foundation's Centennial Campaign and others. We have seen dark, economic skies before, and we haven't always known when those ominous skies would brighten, but brighten they did; and this time around, hopefully, of course, sooner rather than later. Think about it...

September 24, 2008 **Tough Math**

It's pretty simple. As a company has less money coming in, it has less money to invest, or less money to spend on even its day to day operations. And so it is with the State of Hawaii, which is looking at perhaps 20% cuts in spending in many area, a stark reality based on general fund tax collections drying up over the past couple of years, with more bad news on the horizon.

It's hard to see massive cuts in health, safety, and education, to name a few, but these are just a few of the departments that will be impacted. And, of course, when state departments and state services are impacted, the general populace certainly sees and feels the results. It's like this in states elsewhere; it's like this in industries everywhere; it's like this in households throughout the state. The public and private sectors are all looking for answers and wondering when the light will appear at the end of this relatively dark economic tunnel. It's one thing to say its cyclical, it's another to know when the vortex will stop.

What's important to focus on during difficult economic times is how to make cuts without doing irreparable damage, unless the long-term plans are for radical change- again, in both the public and private sectors. Individuals must also choose wisely in personal decisions that are made affecting spending as we all look at the "must have" things vs. the "sure like to have" things in our lives. Tough times, tough decisions. Think about it...

EDUCATION Issues, successes in the classroom, educational awareness and expert advice.

LOCAL NEWSCASTS

PUBLIC EDUCATION IN A BAD ECONOMY

Sep 24 2008 06:30PM This afternoon Superintendent Pat Hamamoto took to the airwaves in a live televised speech, to address what she is calling very difficult and painful times. Governor Lingle is requesting that the State Department of Education, or DOE, cut up to 20 percent from its budget. It's a number that could translate to nearly 70 million dollars.

Sep 24 2008 09:00PM Governor Linda Lingle is requesting that the department of education cut up to 20 percent from its budget. It's a number that could translate to nearly 70 million dollars. K 5 news at nine's Zahid Arab spoke with a group of Honolulu teachers, he's live with their reaction.

SUCCESS STORIES/INNOVATION

Jul 8 2008 06:30PM They're getting a head start in learning about science and math through a unique project that takes place under water. K5's Roger Mari has more on the University of Hawaii's "Gear Up" summer academy. It's called the "Sea Perch Project."

Sep 9 2008 09:00PM It's tough getting a higher education with higher gas prices in Honolulu. About 600 students at Chaminade University are earning their degrees online, through a partnership between the University and E college. The program started with only a few courses but now offers a wide range of classes attracting more students who are looking to save money while earning their degree.

SPECIAL NEEDS STUDENTS

Sep 15 2008 09:00PM An organization that helps kids with special needs faces a major financial setback. Funding for Special Olympics Hawaii, has been eliminated from the Hawaii State Department of Education, or DOE. This means programs like basketball could disappear.

EDUCATING THE POOR

Sep 12 2008 06:30PM More than 400 students on Oahu will be given much needed school supplies. Aloha United Way's Society of Young Leaders collected hundreds of new composition books, pencils and backpacks at Kalihi Elementary today. The supplies will go to students who are homeless.

MUSIC EDUCATION

Sep 12 2008 09:00PM It's designed to help Hawaii's keiki, particularly underprivileged kids. Music Together is funded by royalties from the happy birthday song. All in all, if you want to put a lot of stock in this poll, we do quite well. Beauty, brains and brawn we have it all. A group of Hawaii instructors is learning a unique way to teach kids music. These exercises are all part of a seminar that shows how to teach pre kindergarten kids as young as infants, child development skills. A company called 'music together' spearheaded the class.

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SUMMARY/SCRIPT:

August 11, 2008 **Justifiably Valuable (JV)**

How can there even be serious discussion about dropping junior varsity sports from public high schools? I know, the DOE is experiencing financial difficulties, and everyone at every state level has been asked to cut back,. But come on, do we really want 13- and 14-year olds to be told there dream is dead? Do we really want maturing, impressionable, not-fully-focused youths wandering around at 3:30 daily instead of actively participating in controlled and worthwhile school-sponsored activities?

Bad enough that we can't seem to provide enough books or pencils or air in some places, but now let's affect the very fabric and soul of a school campus; and for a lousy million bucks? I know, that's a big number, but it's really not that big relative to the whole unwieldy \$2.3-billion system. The savings would be four-hundredths of one percent. You mean there's not another, better way to scrounge a million bucks from a huge system that we have to look at eliminating sports or coaches? Not a good sign to be sending to the very people we hope will someday become the model citizens of our very islands, is it?

Come on adults. Let's never have this discussion again. "JV" stands for junior varsity, but it also means justifiably valuable, judicious vocation, juicy venture, just value, but certainly not junk variable. Think about it...

ENVIRONMENTAL RESPONSIBILITY

Stewardship, sustainability and long-term awareness...issues and the importance of the environment in the island community.

Local Newscasts

EARTH AND SEA PROJECT

Jul 23 2008 06:30PM In the "Earth and Sea" project report, two master surfboard shapers are finding new ways to make surfboards out of environmentally friendly materials. Jeff Bushman and Kyle Bernhardt have launched "country feeling surfboards. They are made from soy and sugar based foams, plant based and solar- activated resins and hemp cloth.

GLOBAL WARMING

Sep 17 2008 06:30PM The fight against global warming is now becoming a battle taken up by churches around the country. And that effort has reached Hawaii.

CONSERVATION

Jul 29 2008 09:00PM The 16th annual Hawaii Conservation Conference got underway this morning at the Hawaii Convention Center in Waikiki. The Hawaii Conservation Alliance headed the conference, which helps promote our native eco systems through research, training and education. And this morning, several young students were recognized for essays they wrote about the environment, including 7th grader Hillary Oki who wrote about her journey to Hanalei Beach on Kauai.

BANNING PLASTIC BAGS

Aug 28 2008 06:30PM Plastic bag bans are the rave in many mainland cities and the movement has spread to the islands. Maui has a ban that takes effect in 2011. Now the Big Island is on its way toward a ban on plastic bags as well, but what about Oahu?

Aug 28 2008 09:00PM The plastic bag ban issue is also affecting people and their four legged friends. Some are wondering how they'll clean up after their furry companions. At the new dog park in Hawaii Kai people we spoke to say they're already stockpiling plastic bags in their homes, just in case a ban becomes law.

PROTECTING WILDLIFE/FLORA/FAUNA/MARINE

Jul 7 2008 09:00PM Hawaii's coral reefs along with many around the country are in bad shape, according to a new study out today. Scientists hope the report will be a Wake- Up Call to care for the corals.

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SUMMARY/SCRIPT:

September 10, 2008 **Bag The Bags**

Bag the bags. Well, apparently it's happening on Maui and the Big Island, as both county councils recently passed bills banning all plastic checkout bags for all businesses. The only bad news on Maui is that this ban doesn't go into effect until early 2011, which seems a long time for businesses to prepare, but at least one can visualize the days when leaves, hats, and bad toupees are the only thing blowing across the islands. The Big Island said stuff the plastic stuff by the end of 2009, which is even better.

But here's the real key, consumers. You need to start bringing your own bags into the stores for your purchases. Paper isn't much better than plastic, and it's really not very good for wet stuff, but you can often re-use those bags, or better yet- bring your own cloth bags to the grocery store and elsewhere. Leave 'em in your trunk after you unpack- that way you won't forget the bags.

Actually, it might be a marketing coup for some savvy companies to offer free bags to consumers so that every time customers pack up their purchased items in any store, other customers and store workers would see that company's ads or logo on the side of these reusable bags. Not bad- help the environment, clean up the state, and create a marketing niche at the same time. I'll take just a small finder's fee, no big deal. Think about it...

TRAFFIC Coping with, the future of, and alternatives.

Local Newscasts

MASS TRANSIT

Jul 2 2008 06:30PM A new group has been formed as the debate over Honolulu's mass transit heats up. First, there was "Stop Rail Now". Now there's "Go Rail Go", a group on the other side of the tracks, supporting Mayor Mufi Hannemann's mass transit. On the other side, anti-rail protesters have taken the fight to a new level. The group "Stop Rail Now" announced today it plans to sue the city if the taxpayer funded rail ads aren't pulled off the airwaves. Stop rail now has issued a letter to Mayor Mufi Hannemann, outlining their threat to sue.

Jul 14 2008 06:30PM Honolulu Mayor Mufi Hannemann continues to work to show the importance of rail to residents on Oahu. Today, he assembled a panel of former department of transportation workers and other city and state employees to demonstrate just how long Oahu has been considering rail. He also wants residents to hear the opinions of those who have been in charge of our roadways over the decades.

Jul 15 2008 06:30PM Honolulu city officials say an anti rail initiative can't appear on the November ballot. The group Stop Rail Now hopes to collect enough signatures on a petition to put the issue before voters. But the city elections administrator says the petition being circulated calls for a special election, which can't be held in conjunction with a general election.

Jul 22 2008 06:30PM Stop Rail Now, the vocal anti rail group, says it's ready for the November election. Members say they've collected enough signatures to put the rail issue on the ballot. The group says they've collected more than \$58,000, all from local contributions.

Aug 29 2008 09:00PM As the rail debate picks up more speed in the countdown to the November elections, concerns over the development boom in Central Oahu intensifies. Thousands of new homes will sprout there in the near future. Castle and Cooke plans to build 3500 homes at Koa Ridge Makai.

Sep 3 2008 06:30PM Stop Rail Now's petition fails to make it on the November ballot. Final numbers are in. The city clerk's office reports the anti rail group does not have enough signatures.

Sep 19 2008 09:00PM Downtown Honolulu got a sense of what a train would sound like if the city gets the go ahead to build rail. This sound truck drove down Halekauwila Street today, which is where the proposed rail line runs. To demonstrate how loud the system will be, Stop Rail Now had sound engineers record and measure the sound of the Vancouver Skytrain.

Sep 22 2008 06:30PM The group "Stop Rail Now" and the Honolulu city clerk appeared before the Hawaii Supreme Court today to address the ongoing rail debate. The dispute is over conflicting language in the city charter, regarding the number of signatures required to place a question on the November ballot. The city clerk's office says the anti rail group needs 44 thousand signatures.

Sep 23 2008 06:30PM The intermediate court of appeals late today rejected "Stop Rail Now's" bid to place its anti rail ordinance on the Nov. 4 General election ballot. The 3 member panel upheld a circuit court ruling requiring the group to have 45,000 valid signatures.

ALTERNATE SOLUTIONS

Jul 6 2008 09:00PM Carpoolers who use the Zipper Lane during the morning rush hour commute, will need to make sure there's enough people in the car to use the HOV lane. That's because starting Tuesday, the State Department of Transportation is changing the ridership requirements. You'll need at least three people in your car.

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August 18, 2008 **Rail Nailed**

With last week's ruling that the city clerk's office must accept an anti-rail petition on the November ballot, it looks like we will all get to say "yeh" or "nay" to the mass transit system proposed by the mayor, and previously approved by the City Council. Of course, the way this is going, no matter who wins or loses, there will probably be calls for recounts, legal concerns, questions about hanging chads, worries about saving the panda, and a more clear definition of just what is "mass transit".

Well, we all know what "mass confusion" is, as we've seen this issue bandied about back and forth more often than the shuttlecocks I've been transfixed watching in the badminton matches during the summer Beijing Olympics. To rail or not to rail? Rubber or steel? Trains or hovercrafts? Smart, feasible alternatives, or just local intransigence to change anything? Well, it now appears that you get to have a say. So try to get yourself educated, know the ulterior motives of all parties involved, think about those stuck in traffic and what the quickest solutions would be if we don't go for the steel wheels- etc., etc. Lots to do, and only 11-weeks in which to get clear as to what's right, what the true costs are, and what's impractical, I guess.

Of course, one would think that politicians elected by the people, of the people, and sometimes for the people could make the right decisions for us on major issues such as this. I'll be pondering this one as I calmly traverse H-3 over the next two months. Oh, and thanks for letting 'em build that one, by the way. Think about it...

September 8, 2008 **Crosstown Traffic**

"All you do is slow me down; and I'm tryin' to get on the other side of town". So sang Jimi Hendrix in his classic "Crosstown Traffic". Well, I don't think it's you trying to slow me down, but the rate of movement on the freeways these days is as bad as ever. Listening to Hendrix and others used to be a pleasure for five or six of your favorite songs. Nowadays, you can plow through a double CD of "Frampton Comes Alive" and not arrive yet at work or school.

Carpooling, vans, public transportation, HOV lanes? Yeh, they're all probably helping a bit, but try telling that to someone coming into town on weekdays from Mililani, Waianae, Kailua, or Hawaii Kai. Even the price of gasoline and automobile upkeep is not having a drastic effect locally on people's habits. So what will it take to force people to change their ways- two hour daily commutes each way? Six dollars-a-gallon for gasoline? Really bad morning drive radio? Rapid transit or toll roads?

No one knows the answer yet, although we are all being tested day in and day out. Traffic in town on weekends has even gotten a bit sticky at strange times- midday, 5pm. And the Neighbor Islands have their sagas of inch-and-wait to match our struggles on Oahu. Whatever happened to those hovercrafts we used to see in "The Jetsons"? Or how about a James Bond-like jet pack? Or

the transporter from "Star Trek"? Ah yes, I really do have too much time in my car pondering things these days. Think about it...

September 22, 2008 Zippering Along... not

Apparently, it finally makes sense to add an ewa-bound Zipper Lane after years of discussion. The federal government is paying for much of this project, just announced by the State Department of Transportation, but you have to wonder why it took so long to get this thing zipping along, especially since the first contra flow Zipper Lane, heading town bound, has been in place for years. And amazing timing on the story- the week before last Saturday's primary election, where rapid transit was certainly a major topic for candidates and voters. After all, the idea of a Zipper lane is not new, but is this timing really coincidental?

And since we already have one working Zipper Lane in place on the same highway stretch, why is this one, right across the median from the other one, going to take over two years to design and construct. No one has put plans together for this idea in all the time it has been discussed? No one has detailed the intricacies of the roadway- looks pretty basic to me; after all, we already have a zipper lane there...

Some people grumble about the need for three people per car for legal usage of this lane, vs. the old standard of two per car. But having an extra lane heading out of town is a no-brainer, and should have been conceived, designed, and in place for years now. When you're on the freeway heading ewa bound on H-1 after 4 o'clock tomorrow, think about it...

FAMILY/COMMUNITY RESPONSIBILITY

Dealing with family and community issues/needs, awareness, advice, and resources available.

LOCAL NEWSCASTS

HELPING HANDS

Jul 19 2008 09:00PM In an effort to protect our islands' cultural and natural resources, one Oahu valley received some extra attention today. Kids from Kalihi's late night basketball league joined with other volunteers in cleaning up Kalihi Valley. They picked up trash and fertilized many of the native plants growing in the area.

CARING FOR THE HOMELESS/HOMELESS ISSUES

Jul 3 2008 09:00PM Three days after the state kicked out the homeless from under the H 1 Freeway's airport viaduct, crews are still working to clean it up. As K5 news at nine's Minna Sugimoto reports, workers are collecting trash by the truck loads. State Department of Transportation supervisor Dean Hughes and his partner are breaking down a piece of furniture for disposal.

CARING FOR THE LESS FORTUNATE

Jul 15 2008 06:30PM An auto parts store jumpstarts a campaign to help feed Hawaii's homeless. And, it's a partnership with the Hawaii Foodbank. All 19 Napa Auto Parts stores on Oahu are taking part in this year long campaign to collect canned food for the less fortunate.

Jul 29 2008 09:00PM The Hawaii Foodbank, Kraft Foods and Longs Drug stores are teaming up to fight hunger across the state. They've launched the "Hunger Never Takes a Vacation" campaign. From now until August 30th, long's shoppers can donate money to the foodbank by tearing off these five or 10 dollar tickets at the check out lines.

Aug 23 2008 09:00PM Hawaii's design community aims to build a world without hunger, one can at a time. 13 Teams of local architects and design firms "Canstructured" giant structures made entirely of canned foods today at Pearl Ridge Shopping Center. It's all to benefit the Hawaii Food Bank.

Sep 5 2008 06:30PM It's the largest and longest running community fundraising effort in the state. The Aloha United Way kicked off its annual campaign in downtown Honolulu. More than 200 agencies are taking part in the fundraiser.

PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 9:30pm and 11:55pm
Wednesdays, 9:30pm and 11:55pm
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

July 16, 2008 Voting Time

July 22nd is the deadline by which aspiring local political candidates must file their papers if they wish to run for office this fall. It's always a big question locally- will there actually be more than one candidate running for every available seat? The answer is no. Will the opposition party be able to put up a legitimate challenge to the incumbent in every race? The answer is no. Will some people who probably should be looking for another line of work come November be forced to justify their positions on issues, or their lack of effectiveness? The answer is again, a resounding no.

It is a sorry state of affairs that while people sometimes lament what goes on in the government process, not enough people come forward to take a stab at running for office to work toward a better future. Don't get me wrong; there are plenty of worthy and altruistic politicians in office who represent us quite well. It would just be a more perfect world if all elected officials were truly held accountable by their constituents and by worthy opponents to ensure that we get the best and the brightest into office every couple of years. But democracy, like life, isn't always fair, and it's not a perfect world.

We can still hold out hope that people will be challenged, held accountable, and respond accordingly to voters and issues of the day to ensure that our representation is as good as it can be. That's not too wild a dream, is it? Think about it...

August 20, 2008 DBEDT Data

The latest State of Hawaii Data book is available on-line, and a simple look through some of the charts reveals some fascinating numbers. Now I am not a sociologist, an urbanologist, a futurologist, nor even an ichthyologist, but I do find the facts here to be interesting. Almost 71% of the state resides on Oahu, which is about 4% fewer than resided on Oahu 15-years ago. 2% more people now live on the Big Island and in Maui County vs. 15-years ago, while Kauai has remained population-steady for the past 15-years.

Out of the total population of 1,268,000 people, 308,000 people listed themselves as Hawaiian or part-Hawaiian, 199,000 said they are Japanese, 142,000 Filipino, 292,000 Caucasian, 45,000 Chinese, and 255,000 mixed, but not Hawaiian. Those were the major groups. Talk about a melting pot; talk about a place that stretches out from here to there with all kinds of people in all kinds of places. And to add to the diversity- 162,000 people said they speak Tagalog, Japanese Chinese, Spanish or Korean at home- not English.

The sociological conclusion for today is that you better just get along, you better accept, you oughta drop stupid stereotyping; you really need to understand that there are differences and maybe you should even celebrate those differences. If not, we still offer plenty of plane seats, albeit fewer than we had a few months ago, that will easily escort you somewhere else, like

maybe a cave or some less tolerant place. So vive le difference, enjoy the human smorgasbord that is Hawaii, and understand why it's said "lucky you live Hawaii". Think about it...

August 27, 2008 **Incumbent or Incompetent?**

On September 20th, you will have the chance to vote for a bunch of people running for a bunch of offices. If you are satisfied with the status quo, by all means go with the incumbent. If you are unhappy, distressed, and perhaps even a bit apathetic about the whole process these days- then by all means do yourself a favor and spend some time educating yourself over the next three weeks. There are a lot of good incumbents. There are certainly some incompetents, too. It happens in every profession, I'm sure you would agree.

There are new people and old challengers running in many places- the legislature, the Board of Education, etc., and they all deserve at least some consideration so that we don't head into the booths like lemmings and simply cast our vote for the most familiar names. Conversely, just because you might not particularly like someone who is currently in office, that doesn't always mean the competitors are any better, smarter, or more dedicated.

Thus, your best choice is to check out the websites, read the brochures, watch what these people say on TV, check on what they have done, or haven't done. And make sure the information you get is accurate in and of itself- not smear tactics and false data. This is your state, your school system, your roadways, your future, and you need to be involved just enough to make an intelligent choice based on your beliefs, which should be based on the facts. You've got about three weeks to prepare- good luck. We'll be watching. Think about it...

September 15, 2008 **Election Rejection**

As the political season heats up, let's spend a minute or so peering over the rhetoric and garbage that too many national pundits make a living off of. Let's rise above the polluted and vile spewings of too many radio analysts, reader-starved writers, and night time cable hacks more interested in titillating than informing. Good news- all of those silly, insincere shout-fests and self-serving experts can be eliminated by simply pushing the button on your remote or car radio. Bliss, and you're in control.

Let's talk about issues, let's talk about positions, let's talk about making a difference, doing the right thing- and "right thing" takes on different meanings for each and every one of us. I'm talking about local elections and national elections, and I'm mostly talking about this insatiable and constant urge these days to drive people apart, to draw a line in the sand, to pick at minor scabs, to put wedges into our zeitgeist, like two sides about to go to war or tear each other apart. Good grief, can't we all just get along?

Well, here's the reality. We are not as divided as these rabble rousers and hypocritical ratings-grabbers would have you believe. The terms "liberal" and "conservative" are extremely shallow, and most people I know have degrees of both. The polarizing positioning of the red-state, blue-state polemic is inane. We are a country of purple, folks, deal with it. Some red states will vote 49.5% blue in the national election, and a bunch of blue states have opposing party "reds" in the governor's seat and elsewhere- hey, like Hawaii! So let's deal with the details and cut the hyperbole as we begin the voting season. Rise above the apologists, the stretchers of facts, and the opportunists and make up your own minds. Think about it...

September 17, 2008 **Vow To Vote**

I'm not going to tell you who I think you should vote for this weekend. No way. That's certainly your call. Hopefully, KHNL and K5 have provided you with some of the necessary information

on some of the races to allow you to feel more comfortable when you make your choices. If not, you still have time to search out and find factual information to help you make that right choice for you.

I find it interesting that local newspapers give us their two cents on who to vote for weeks in advance, and then continue to provide "fair" coverage of all the candidates. Makes it a bit tough on the reader when the information presenter has already weighed in on the best choice, doesn't it? Yes, I know editorial content and news reporting are separated at birth, but maybe waiting until the last day would make for better editorial judgment. But hey, I'm just a TV guy.

As I mentioned earlier this week, too many people are telling you who to pick. It's your state, it's your community, it's your education system, and you get the honor now to be an integral part of the process upon which this whole country was founded. We teach our kids to be responsible, hopefully. Well, now it's the adults turn. Good luck on your choices, and I hope they do well... unless I voted for the other guy, of course. Think about it...

October 1, 2008 **Turnout or Tuned Out?**

Only 37% of registered voters bothered to go to the polls locally to vote in the September 18th primary. Just a half-hour of a weekend day, or even via absentee ballot, and that means almost two-thirds of the people who could have voted opted not to here. But you know what's even worse? How about the fact that only 75% of the voting-eligible residents in Hawaii 18-years and older are even registered to vote? And those numbers are a bit uncertain based on non-resident military, students, etc.

Take 37% of that truly eligible number of possible voters, and you realize now that only 28% of the total number of people who can vote in Hawaii actually went into a polling place two weeks ago. And by the way, stop posting names and addresses outside of the polling place. Keep it more private- inside, when people sign in. Yeh, I know voting is sometimes the same old, same old. A lot of people like that, of course. And I know incumbents win sometimes because people simply know their names and not the facts. And I know that some of the races seem to be not all that compelling. But it only takes a whopping hour of your life to research information that could help you see the differences in candidates positions to help you make an educated choice, and that's not that too tough once or twice every 730 days now, is it?

Do we really want to be known as the state that does the worst job in the nation of supporting one of the country's fundamental principles- the right to vote? Maybe the non-voters and non-registered citizens are simply, subtly saying, "whatever". Maybe too many think that nothing will ever change, or needs to change. Wrong, wrong, and wrong. You have until October 6th to change this sad history of local apathy by registering to vote in the November 4th general election. It's really easy and worthwhile. Just do it, please; don't just ignore it, or simply think about it...

GOVERNMENT, Keeping tabs on government officials and their agenda(s)/business.

LOCAL NEWSCASTS

LEGISLATIVE ACTION/INACTION

Sep 22 2008 06:30PM The State House special committee held it's final meeting today on vog related issues covering everything from public safety, water quality and the effects vog is having on Hawaii's agriculture and economy. After a 3 hour meeting, it's still unclear what state and federal agencies plan to do about the vog problem across Hawaii, particularly on the Big Island. But, the house special committee believes relief funding needs to come from Washington D.C. SOUNDBITE: State Representative Robert Herkes.

EXECUTIVE ACTION/INACTION

Jul 1 2008 06:30PM Governor Lingle signs three bills into law today to boost production of renewable energy in Hawaii. Two of the bills gives renewable energy project developers assistance with Hawaii's complex permitting process. The other bill offers a new loans to farmers who produce alternative energy sources.

Jul 14 2008 06:30PM Governor Linda Lingle just mandated a four percent cut across the board for all state departments effective immediately. And these cuts affect Hawaii public hospitals. That means places like Kona Community Hospital will have more layoffs in the near future.

ECONOMIC BAILOUT?

Sep 27 2008 09:00PM In Washington, Hawaii's congressional leaders are working hard, hoping to produce a fair deal by protecting taxpayers. PHONE SOUNDBITE: Representative Neil Abercrombie, We want to make sure that there's a transition tax or something like that on every transaction that takes place so that they pay for whatever investment the taxpayers are going to make. They're paying to offset it."

Sep 28 2008 09:00PM Hawaii U.S. Representative Mazie Hirono is one of the Hawaii lawmakers who is reviewing the final version of the bill. She issued a statement late this afternoon saying, "we have had extensive meetings where we've heard from economists and financial experts with a wide arrange of opinions. I will continue to study the legislation before making a final decision on my vote."

Sep 29 2008 09:00PM Hawaii U.S. Representative Neil Abercrombie and Hawaii U.S. Representative Mazie Hirono both voted against the bailout bill. The Hawaii Democrats were among the 228 that voted against it. More than two thirds of republicans and 40 percent of Democrats voted in opposition.

Sep 30 2008 06:30PM Hawaii U.S. Representative Mazie Hirono, who voted against the original bill, says she hopes the revised version better addresses the needs of struggling homeowners who are facing foreclosures. SOUNDBITE: Hawaii U.S. Representative Mazie Hirono. "I'm joining my colleagues this afternoon to reassure the public that Congress will act and when it does so, I hope that we will be presented with a bill that better protects taxpayers by making them whole."

ELECTION INFORMATION

Jul 15 2008 09:00PM Honolulu Mayor Mufi Hannemann files for re election. Today dozens of supporters gathered to cheer him on for his reelection campaign. Hannemann was elected to his first term as Mayor in 2004 and is Honolulu's first native born Mayor in almost 40 years.

PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 9:30pm and 11:55pm
Wednesdays, 9:30pm and 11:55pm
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

July 28, 2008 Rail, Rail, The Gang's All here

Why are City Council members suddenly so adamant about letting the people vote on steel rail, rapid transit? 18-months ago, the Council narrowly approved the route of the proposed rail, but now they say that the people should decide the fate of this thing? Hmmm. Do you think it might be because we have an election coming up that the sudden interest has arisen to include the people? This issue has been tossed around for decades. The people have had plenty of time to assess their feelings while sitting in traffic. Do you remember that way back in 1992 the City Council voted not to increase the excise tax by 0.5% to help pay for part of a proposed rail solution?

If the input of the public is so important, and it is, why don't we also ask the public if we even need a City Council or two legislative arms? Why don't we ask the public if we should re-design the public education system in Hawaii? Why don't we ask the public about all of the other bills and proposals that will affect those very same people when they are passed or defeated? Why don't we ask the public about lane additions and double-deck highways? Cost concerns? Certainly, just like with 75% of the other measures bandied about behind closed doors at the City, County, and State levels every year.

You know why we don't get special votes on everything? It's because that's why we supposedly elect smart people every couple of years- to make the right decisions about items that will impact us all. If they don't do a good job, we always pay the price in some form, and they should pay a price and lose their jobs quickly. Think about it...

July 30, 2008 Running Away

What if they held an election and no one showed up? No, I don't mean the voters. We already know that Hawaii has one of the worst voting records of any state in the country. This time, I'm talking about the candidates. Almost 30% of this year's local political races have just one candidate, according to the *Honolulu Advertiser*. 278 people are running for office in 2008, a much lower total than the 324 candidates who vied for office in 2006. And in 2002, 410 people ran for an elected office here. That means 32% less people are interested in running for a political spot this year than ran in 2002. Of course, some of the candidates would be better off running for The Bus than running for office, but at least they're out there.

These are not good numbers, folks. We need viable candidates challenging the status quo and making neighbors aware of the issues. We need conscientious people working for our votes, to help craft strategies and laws to keep Hawaii moving forward in the years ahead. Maybe the pay stinks relative to the workload, bureaucracy, and the hours. Maybe people think it's a thankless job and simply not worth it. Maybe waffling potential candidates decide that their altruism and goals of trying to make a positive difference will invariably be quashed against a wall of lifetime

politicos who thrive on power, control, and holding on to their title as status quo career politicians.

And then we have some who file at the last minute or after the last minute, throwing the system into chaos amid accusations of favoritism and cronyism. Yet one more solid way to convince a skeptical and apathetic public that the system really works and that these folks have their civic acts together. Think about it...

September 29, 2008 Con Con-vincing

I don't know why certain entities are so upset about a possible state Constitutional Convention. People and lobbyists who suggest that there is no compelling reason to review the state constitution may have a point regarding changes, but what's the harm in discussing it? Isn't that part of what democracy is all about- the free flow and exchange of ideas and points of view? Anyone ever heard of the United States Constitution, which has been amended 27 times?

What would have happened in those good old days if people were not open to changes that made sense for the betterment of the commonwealth? And you can only imagine that all kinds of suggested amendments were tossed around with great emotion and simply didn't make the cut- as it should be. As written, the Hawaii Constitution states that every 10 years, the voters of Hawaii can decide whether or not changes should be looked at via a Con Con.

I'm not sure why some of the same powerful people who believe that local voters have enough information to decide if rapid transit is right for us are so opposed to having that very same voting public denied of the right to decide if a Con Con should simply be held. By the way, staid stalwarts of status quo, the voters aren't the ones who would actually be involved in the Con Con itself, as any suggestions on sweeping changes would be left up to those involved in the process. And if nothing needs to be changed, it is worth the cost to find what voters think once a decade. Opponents of Con Con complain about this as a waste of taxpayer money and time. That's OK, we're used to government waste on far less worthy endeavors... every day. Think about it...

HEALTH Education and resources available.

LOCAL NEWSCASTS

THE COST OF HEALTH CARE

Jul 15 2008 06:30PM SOUNDBITE: Unnamed woman, "We are in a health care crisis right now. The state's health director warns: our medical problems go way beyond our public hospitals. This week, layoffs at Kona Community Hospital, and mandatory cutbacks at Hawaii's state run hospitals have doctors gravely concerned. And tonight, the state's health director says our private hospitals are also in the midst of a crisis. And as Leland Kim reports, there appears to be no relief in sight.

MEDICAL PROFESSION

Jul 25 2008 06:30PM Recruiting and retaining doctors is a concern for those in the medical field. Especially since around a quarter of Hawaii's doctors are at or near retirement age. Just half of the students who go through the John A. Burns School of medicine come back to work in Hawaii.

STANDING UP TO CANCER

Sep 5 2008 06:30PM It's a worldwide effort to bring awareness to cancer. All three TV networks, ABC, NBC and CBS are coming together to bring you a very special night in an unprecedented campaign to stop the deadly disease. Here at home, skin cancer survivors tell their story of how they got it and what they're doing now to prevent it from happening again.

HEALTHY LIFESTYLES

Jul 25 2008 09:00PM More than five hundred people in downtown Honolulu spent their lunch break on the move. They took part in kaiser permanente's fourth annual "start steppin" walk and health fair. Participants completed a half mile walk or two laps around tamarind park.

VOG EFFECTS

Sep 9 2008 06:30PM There's a tool in place to help shield students near Kilauea from the potential dangers of vog. At the volcanic charter school where madame pele's plume is just a bird's eye view from the playground, staff has developed a way to shield students and the community from the 24 hour live monitoring of vog. PHONE SOUNDBITE: Dr. David Rizor, Volcano School education director, "Now we actually have data that we can watch and we know actually before we start having the reactions with headaches or coughing that there's a situation where we need to keep kids indoors."

CONCERNS/ALERTS/WARNINGS

Jul 7 2008 06:30PM Tattoos and body piercings are more common than ever these days. But the industry says outdated health regulations should concern everyone. Hawaii's tattoo laws have basically been untouched for almost thirty years.

Jul 16 2008 09:00PM A new strain of bacteria infection has the State Department of Health concerned. It's been around a decade in various parts of the world, but this is the first known case in Hawaii, and doctors have not found a way to treat it.

MEDICAL MARIJUANA

Aug 25 2008 09:00PM A medical marijuana bill that Governor Linda Lingle vetoed this past Legislative session, is growing momentum again. Today, the house health committee held an informational briefing about it.

PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 9:30pm and 11:55pm
Wednesdays, 9:30pm and 11:55pm
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

September 3, 2008 **Home Sweet Home, Maybe**

According to the *Honolulu Star-Bulletin*, via a couple of visiting officials from the American Association of Retired Persons (AARP), Hawaii ranks first in the nation in longevity and last for nursing home beds. While that sounds a bit ominous- like what *are* we to do about housing and care for a fragile, aging population that lives longer- there is apparently some good news in that Hawaii is far ahead of the national curve in finding more home-based and community-based solutions to the nursing home situation.

And these solutions help to ease the strain of moving the elderly into nursing care, with its ever-rising costs. An evolution, if not revolution, is taking place with smaller units, eco-friendly care homes, foster care, and changes to Medicaid and other insurance systems. The need in Hawaii will only increase as our population ages, housing and land costs remain far above the national norm, and the stress grows on baby boomers and their offspring to care for our elders in an island environment.

We should all pay attention to opportunities and changes which will allow for those in their most golden of years to live out their lives with respect and some sense of comfort in knowing the choices available. After all, hopefully, we are all going to get there some day, and that is not the time to have to start worrying about limited options and outrageously-priced opportunities. Think about it...

PUBLIC SERVICE ANNOUNCEMENTS, Available spots run throughout the quarter dealing with issues of community concern. (See attachments for lengths and times run.)

AD2

- Biohazard/Flush
- Environmental awareness.

Advertising Council

- Rappin two/Force Habit
 - Fire safety.
- Choice/Earthsh
 - Environmental awareness.
- Kelly Hu
 - RADD.
- Montage
 - Graduation.
- Dempsey Stroke
 - Awareness.
- Precious Cargo/Four Nine Cinderella/Cropped Kids
 - Booster Seat Education
- Father and Son
 - Domestic Violence Awareness
- Safe Winter
 - S. Asia Earthquake Relief
- Choir/Drama Club
 - Parental Involvement in School
- Mind/Strength/Mental Hurricane
 - Hurricane Mental Health Awareness
- Lisa/David
 - Underage Drinking
- Heroes/Minus Rev.
 - Red Cross/Hurricane Relief
- Help for Schools
 - DOE/Hurricane Relief
- NAB screening children's viewing habits
 - Boss of Bad Guys/Boss of Drugs

Al-Anon Alateen

- What It's Like

Alcoholics Anonymous

- Reach Out

Alzheimers Association

- One in Ten/Grandma/Family Album/Nancy60
 - Disease Awareness.
- Think Ahead

-Reducing the risk of

American Cancer Society

- Trans.LKGD
 - Promotion for Look Good Feel Better program.
- Love you Tutu/My name is/Rachels Tips/Audition/Best Friend
 - Disease Education.

American Dental Association

- Dudley and Friends
 - Child dental care.

American Diabetes Association

- Symptoms
 - Disease Education.

American Diabetes Foundation

- Why would I
 - Disease education.

American Heart Association

- Deadly Words/Fast Action/Hard to Remember
 - Disease Education.
- Heart Walk 2006

American Liver Foundation

- Hepatitis B
 - Information on getting tested

American Oceans Campaign

- Wipeout
 - Environmental campaign.

American Red Cross

- There is a Place

Arthritis Foundation

- Soccer/Herschel
 - Disease Education.

ASFS (American School Food Service Association)

- Math Class
 - Nutrition

Big Brothers/Big Sisters

- Sam Choy/Call Today
 - Volunteer recruitment.

- Ashley Lelie
 - Volunteer recruitment.

Boys and Girls Club

- Colin Powell
 - Donation encouragement.
- Passing Notes/Movers
 - Program information.

Boys and Girls Club of Hawaii

- dancers/ukulele/the club

Boys & Girls Town National Hotline

- Did You Know Teen/Parent

Catholic Campaign Human Development Poverty

- Picture Gallery

Centers for Disease Control

- Colorectal Cancer
- Always Give Hugs
 - Parenting
- Flu Campaign
 - increase vaccination rates
- Grandkids

Coalition for a Drug Free Hawaii

- Express/D is for Dumb/Okay to Pass/Bee Ball Game/Partycam/Andy Macdonald/Venus & Serena/When Others Ask/Drowning/Wrapped Up
 - Drug education.

Combined Federal Campaign

- Heroes of the Pacific

Cure Autism Now

- Walk Now Hawaii
 - fundraiser

Dave Thomas Foundation for Adoption

- Every Child Needs Love/Birthday Party/Johnny W.

Department of the Attorney General

- Home Safety/Drugs/Gangs/Neighborhood/Choices/Peer Pressure/McGruff Truck 02

Department of Health and Human Services (DHHS)

- Crosswalk
- Drug Addiction

Department of Public Works (Refuse)

- Glass/Aluminum/Steel/What you Gonna Do
- Recycling information.

Department of Transportation

- Turn Signals/Blk Intersection/Slow traffic/Seat Belt/Signal Turns/Visibility
- Road safety.

Department of Transportation Services

- Handi-Van
- Transportation information.

Environmental Defense Fund

- Product/Trees
- Environmental Awareness.

Executive Office on Aging

- Sage Plus/Elderly at Home
- Help for Elderly.
- Caregiver
- Help for Caregivers.

Foundation For A Better Life

- Cafeteria/Everyday Heroes/Honesty/Generosity

Get Healthy Now (HMSA)

- Five a day HMSA/Get Outside/Oil Change/Herman Frazier
- Nutrition/Health

Good Beginnings Alliance

- First 5 Years
- Child early education.

Habilitat

- Locker Room/Hearse
- Help information.

Hawaii Bone Marrow Donor Registry

- Be a Hero
- Registration and Donation encouragement.

Hawaii Career Resource Network

-Get Moving

-encourage students to think about their future educ./career goals

Hawaii Lupus Foundation

- Into the Loop

- Disease Awareness.

Hawaii Psychological Association

- 2006 Awards

- Program Promotion.

Hawaii State Civil Defense

- Shopping list/Hazards 1,2,3/Tsunami/Hurricane

- Safety.

Hawaii State Library

- Delima Library

- Library book return encouragement.

Hawaiian Humane Society

- Tiger

-Spay/Neuter encouragement.

- Balancing Bone/MaryJane&Muffy

- Older dog/cat adoption encouragement.

-

Honolulu City & County

-Underage Drinking

Honolulu Symphony Orchestra

-Emotions

-Find a concert nearby

Hospice Hawaii

- Hospice Care

- Informational spot.

HPD/Information Resources

- Stop Sign/Carry Passenger

- Bike Safety.

- Maile Alert

- Child Safety.

Human Rights Campaign

- Parenthood/Friends

- Hate/Racism awareness.

Junior Achievement

- Twenty Kids
- Volunteer to teach.

Juvenile Diabetes

- ZFBB-8083
- Disease awareness.

KHNL/K5 PSAs

- Letter
- 911 information/use.
- JBettis/Joyner Kersee/Van Dyken
- Asthma awareness.

KHNL TMYK

- MB Teen/MB Parenting/ Marvin Lupus/Diane Recycle/Marvin Kids/Alc
- Teen Encouragement, Parenting, Hawaii Lupus Foundation, and Recycling.

Kids Voting Hawaii

- Kids Voting 1 &3

Leukemia/Lymphoma Society

- Goals Landon Donovan
- Awareness

Links Inc, The

- People Like Me
- Organ Donor

Lung Cancer Alliance

- No More Excuses
- Get the facts

Make A Wish Foundation

- Just A Kid

March of Dimes

- Traffic Baby
- Folic Acid during pregnancy education.

Mother's Against Drunk Driving (MADD)

- Centerlines/Spinning Btl
- Drunk Driving.

Muffin and Company

- Muffin Reading
- Literacy.

National Arbor Day Foundation

- Great Thing Growing
- Nature Explore

National Center for Nutrition and Dietetics

- Healthy Life
 - Eating right.

National Colorectal Cancer Action Campaign

- Dominoes
- House Call

National Commission on Writing

- Garfield on Writing

National Crime Prevention

- McGruff School for fraud prevention

National Domestic Violence Hotline

- Make the Call

National Alcohol and Drug Addiction

- New Morning

National Institute on Aging

- Fountain Youth.

National Institute on Drug Abuse

- Text Message

National Meningitis Association

- What Shouldn't Happen

National Safety Council

- Goin for a Ride
 - Safety seat use.
- Transformatio/Transformatio 2
 - Bike helmet and safety gear use.
- YSAB3460/3461
 - Cell phone use and driving safety.

National PTA, The

- Know it all/Standback/School Bus/Bus Safety
 - School bus safety.
- Moments/New Shoes

- Educational Support.

National Wildlife Protection

- Protect
 - Animal rights protection.

Native Hawaii Library Commission

- Reading 2/We are Hawaii
 - Literacy

NATPE

- Nobody is better/Friends/Hate is an
 - Racism.

NBC Inc.

- Various Actors on topics such as...
 - Violence
 - Domestic Violence
 - Drunk Driving
 - Fetal Alcohol Syndrome
 - STDs
 - Staying in School
 - Date Rape
 - Teacher Appreciation
 - Teen Pregnancy
 - Drugs
 - Education

NFPA (National Fire Protection Agency)

- Stop Drop Roll/Home Escape
 - Fire Safety.

No Hope in Dope

- Various athletes promoting drug free lives.

Oahu Civil Defense

- OCD Emergency
 - Hurricane Preparedness.

Office of Hawaiian Affairs

- Hawn Language
 - Education.

Paralyzed Veterans of America

- Jason Wittling/ Children Thank Veterans/ Don't Forget America's Veterans
 - Info/Write to a veteran

Partnership for a Drug Free America

- DECC2146, DEAA1022, 2194, D is for Dumb/Bee-Ball Game/Smoke/Davey & Glitch/Blind/Praise & Reward
- Drug Abuse Education.

Partnership for Essential Nutrition

- Weight Loss

People for the Ethical Treatment of Animals

- Hurricane PSA

Preemie Care

- I Already did
- preparedness.

Prevent Child Abuse Hawaii

- Preventable/Ribbon/Think/Time-Out
- Child Abuse Prevention

Produce for Better Health Foundation

- Five a Day
- Healthy Eating.

Project Safe Neighborhoods

- domestic violence awareness

Retail Merchants of Hawaii

- Stem PSA
- Shoplifting.

River of Life Mission

- General
- Mission support.

Rotary International

- Eradicating 30
- Polio

School Nutrition Association

- Math Class
- Education

Shriners Hospital

- Katie/Sage/Ringo Starr

Sierra Club

- Global Warm2/Years
- Environmental awareness.

Stop The Silence Inc

Stop Child Sex Abuse

Surfrider Foundation

- Planet Surf
- Environmental Awareness.

The More You Know (Sponsored)

- Various (ZNBC####-O/R)
- Literacy/Prejudice/Parenting/Mentoring/Judging/Bullying/Child Abuse/Smoking/Designated Driver/Internet Safety

US Department of Transportation

- No Zone 1
- Road Safety.

Waikiki Health Center

- Clouds
- Program information.

Wal-Mart

- Missing Child
- Campaign information.

Wave Riders Against Drugs

- WRAD
- Drug education.

West Glen

- Hidden City
- Ocean awareness.

Winners' Camp

- Winners Camp
- Leadership Camp Promotion.

Winners at Work

- Hire a Winner
- Hiring disabled encouragement.

Women's Fund of Hawaii

- Empowering Women/Abuse

World Wildlife Fund

- Rainforest
 - Environmental awareness.
- People and Places

Y-Me National Breast Cancer Org.

- Knowledge is Power

YMCA Honolulu Chapter

- Martin Luther King
- John Glenn